



County of Los Angeles  
Department of Public Social Services



We've Got You Covered - Los Angeles County

Over 100,000 Uninsured Children  
Successfully Enrolled in Medi-Cal

# Los Angeles County Board of Supervisors



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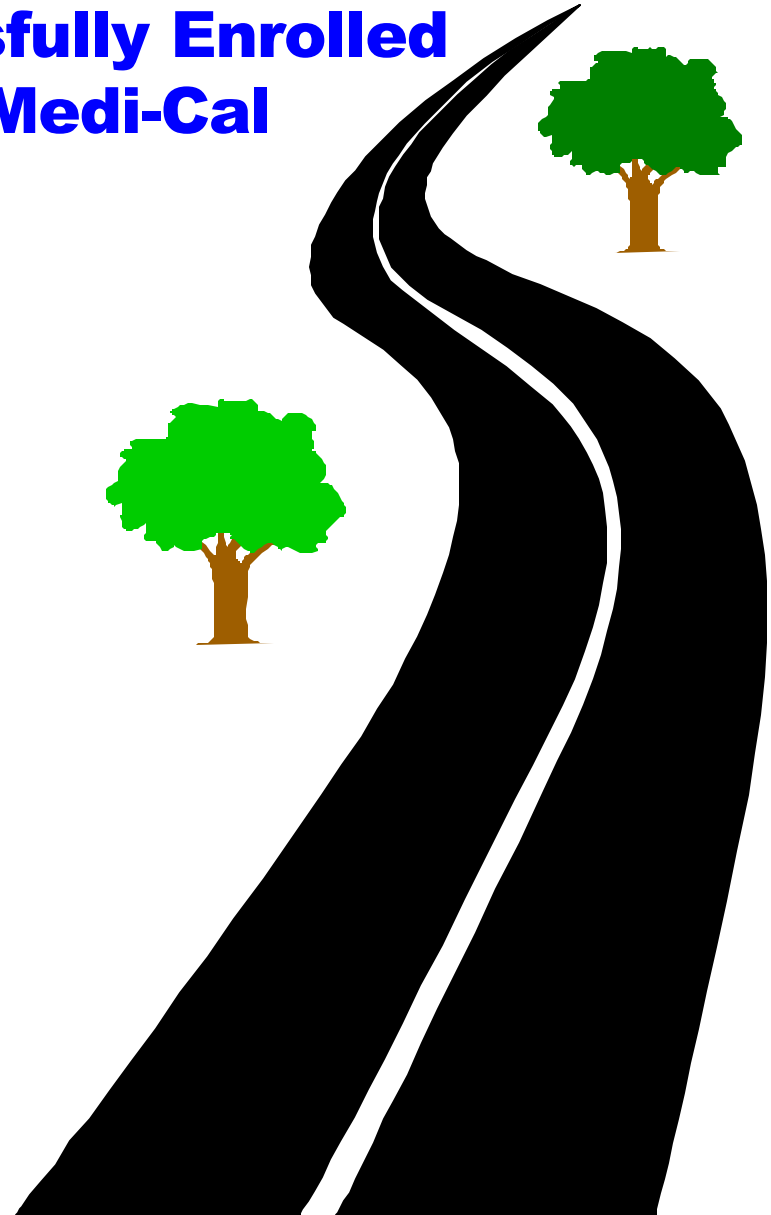


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Supervisor, 5<sup>th</sup> District

## Over 100,000 Children Successfully Enrolled in Medi-Cal





**WE DID IT - TOGETHER!** I want to personally thank all of our partners for contributing to the successful countywide enrollment of 112,699 uninsured children in the Medi-Cal Program.

The road to enrolling over 100,000 children during February 1998 through July 1999 was not an easy one for DPSS employees and especially the Child Medi-Cal Enrollment Project staff. We definitely could not have done it alone. There were many barriers we dealt with which we were able to successfully overcome. I appreciate the Los Angeles County Department of Health Services for assisting us in this collaborative effort. I also appreciate the many County departments, the schools and our community partners for joining us in helping to reach our enrollment goal.

There is still much more we can do, however, it is very gratifying to know that we have reached and touched so many families in helping to keep their children healthy.

I hope this book will assist other counties and states in their Medi-Cal and health care enrollment efforts.

**Lynn W. Bayer, Director**  
Department of Public Social Services

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This book was developed by the following DPSS Medi-Cal staff:  
Sheryl L. Spiller, Julia Takeda, Araceli Dominguez and Manuel Mena Jr.

## Child Medi-Cal Enrollment Project Executive Summary

Astoundingly, one out of every four children residing in Los Angeles County has no health insurance coverage. Of the estimated 700,000 uninsured children in Los Angeles County, over 300,000 are potentially eligible to Medi-Cal. To address the unmet health care needs of these children, the Los Angeles County Board of Supervisors instructed the Department of Public Social Services (DPSS) to collaborate with the Department of Health Services (DHS), schools and key health care representatives to enroll an additional 100,000 uninsured children in the Medi-Cal Program by September 1999.

DPSS quickly recognized that to attain this goal, a new, creative approach was needed. To accomplish the task of enrolling this many children, DPSS established the **Child Medi-Cal Enrollment Project (CMEP)** on February 3, 1998. CMEP's innovative approach led to the successful enrollment of over 100,000 additional children by June 30, 1999, well ahead of the September 1999 Board target date. By July 31, 1999, a total of 112,699 uninsured children were enrolled.

Enrollment into the Medi-Cal Program has provided increased opportunities for low-income eligible families to access medical services for preventive care, including growth & child development and treatment of acute & chronic health problems.

The Child Medi-Cal Enrollment Project clearly demonstrates that a government entity, such as DPSS, can effectively collaborate and build strong partnerships with other local governmental agencies, schools and private & public community organizations to meet the demands of health care needs of uninsured children in Los Angeles County.

## Child Medi-Cal Enrollment Project Executive Summary

To enroll this many additional children in the Medi-Cal Program, we took a positive, pro-active approach to attain our 100,000 enrollment goal:

- **WE LISTENED.** We carefully listened to the input our community partners had to offer.
- **WE ACTED PROMPTLY.** We acted timely to implement recommendations and broke into smaller workgroups to tackle more complex issues and to develop solutions.
- **WE REMAINED FLEXIBLE.** If something did not work effectively, we were willing to change and try other approaches.
- **WE WERE COMMITTED TO THE GOAL.** Staff, as well as, public and private agency representatives recognized the value of enrolling 100,000 children and were all committed to keeping kids healthy.
- **WE KEPT OUR PARTNERS INFORMED.** On a regular monthly basis, we shared the progress of our countywide enrollment efforts and the number of children enrolled into Medi-Cal.
- **WE COLLABORATED.** We consulted with our community partners on significant Medi-Cal issues. For example, we collaborated with them and legal representatives in the development of an information notice for immigrants regarding the INS Public Charge guidelines.

## Identification of Uninsured Population



Los Angeles County is divided into eight Service Planning Areas (SPAs). The percentage of potentially uninsured children in each SPA was based on 1996 Poverty data provided by the Los Angeles County Children's Planning Council and CAO Urban Research Office.

<u>SPA</u>	<u>AREA</u>	<u>% of UNINSURED CHILDREN</u>	<u>TARGET ENROLLMENT</u>
1	Antelope Valley	3%	3,000
2	San Fernando Valley	16%	16,000
3	San Gabriel Valley	17%	17,000
4	Metro	14%	14,000
5	West	4%	4,000
6	South	21%	21,000
7	East	8%	8,000
8	South Bay/Harbor	17%	17,000
	<b>Total</b>	<b>100%</b>	<b>100,000</b>



## Establishment of CMEP



The Child Medi-Cal Enrollment Project (CMEP) was established on February 3, 1998 by the Department of Public Social Services in response to the Los Angeles County Board of Supervisors' instructions to enroll an additional 100,000 uninsured children into the Medi-Cal Program by September 1999. The purpose of CMEP is to increase the enrollment of uninsured children, as well as to provide greater accessibility of the Medi-Cal Program to the community by outstationing Medi-Cal Eligibility Workers at non-traditional sites such as schools, churches, community agencies and clinics.

## Outcomes

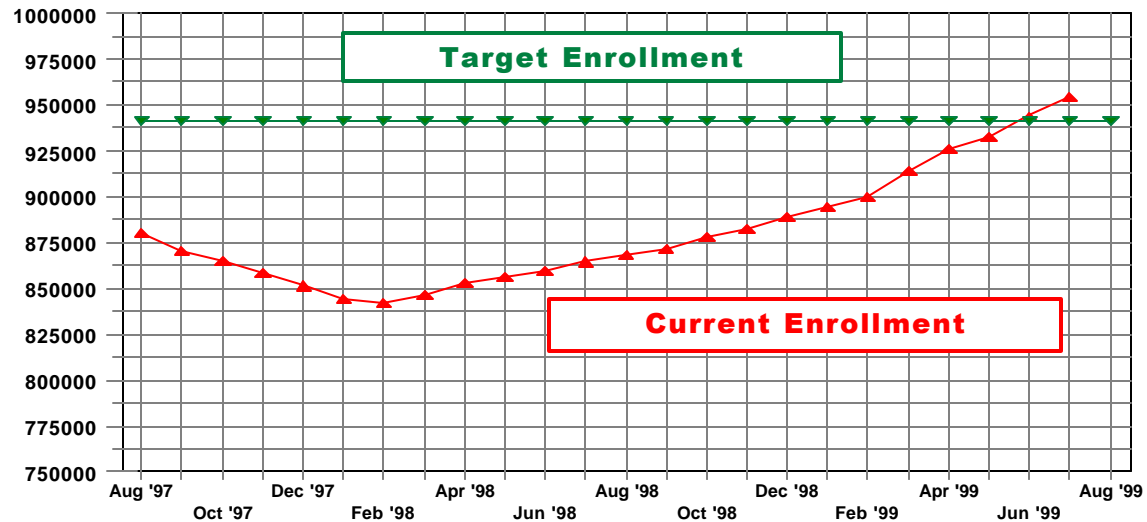
Since February 1998, when the Child Medi-Cal Enrollment Project was established, 112,699 uninsured children were successfully enrolled in the Medi-Cal Program as of July 31, 1999. The following chart indicates the number of potentially uninsured children in each Service Planning Area (SPA) and the number of children successfully enrolled in Medi-Cal. (Los Angeles County is divided into eight SPAs.)

SPA	CHILDREN ENROLLED IN MEDI-CAL						
	1 <sup>st</sup> YEAR (02/98 - 01/99)	1 <sup>st</sup> QUARTER (02/99 - 04/99)	2 <sup>nd</sup> QUARTER (05/99 - 07/99)	CMEP CUMULATIVE TOTAL	DPSS OFFICES & DHS HOSPITALS TOTAL	COUNTYWIDE ENROLLMENT TOTAL	Target Enrollment
1. Antelope Valley	1,543	574	569	2,686	1,006	3,692	3,000
2. San Fernando Valley	5,153	2,162	3,168	10,483	5,600	16,083	16,000
3. San Gabriel Valley	9,115	2,804	2,735	14,654	4,762	19,416	17,000
4. Metro	8,289	2,639	2,081	13,009	4,356	17,365	14,000
5. West	781	513	2,138	3,432	663	4,096	4,000
6. South	4,739	3,093	5,154	12,986	8,043	21,029	21,000
7. East	5,978	2,179	1,392	9,549	4,374	13,923	8,000
8. South Bay/Harbor	4,999	2,173	3,380	10,552	6,544	17,096	17,000
Totals	40,597	16,137	20,617	77,351	35,348	112,699	100,000

Note: The 112,699 children were enrolled in no-cost Medi-Cal.

# Outcomes

## Children on Medi-Cal



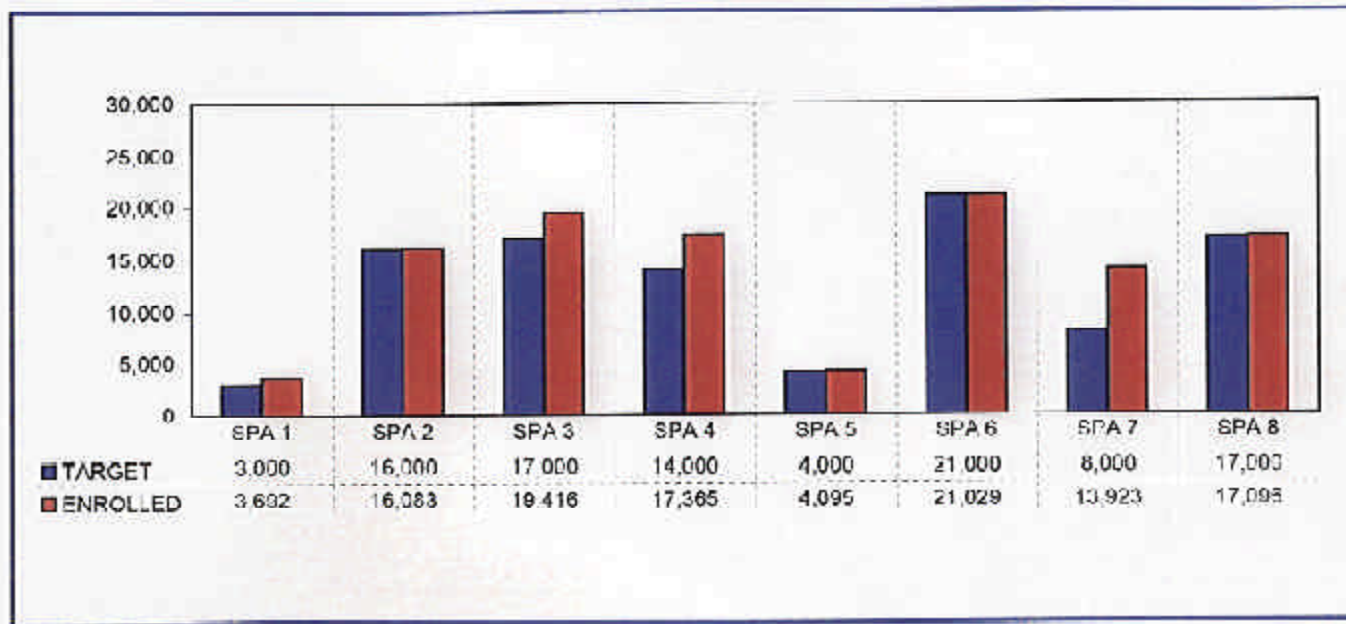
Month & Year	Number of Children	Month & Year	Number of Children	Month & Year	Number of Children	Month & Year	Number of Children	Month & Year	Number of Children
Aug '97	880,368	Jan '98	844,624	Jul '98	864,552	Jan '99	894,441	Jul '99	954,432
Sep '97	870,072	Feb '98	841,733	Aug '98	868,605	Feb '99	899,895	Aug '99	
Oct '97	864,833	Mar '98	846,396	Sep '98	871,244	Mar '99	913,912	Sep '99	
Nov '97	858,717	Apr '98	852,734	Oct '98	878,229	Apr '99	926,090		
Dec '97	851,352	May '98	855,786	Nov '98	881,967	May '99	932,645		
		Jun '98	859,842	Dec '98	889,155	Jun '99	943,923		

**Additional Uninsured Children Enrolled (Feb. 1998 - Jul. 1999) 112,699**

## Outcomes

### **100,000 Additional Medi-Cal Children Enrolled in each of the eight Service Planning Areas (SPA)**

The chart below displays the number of additional children enrolled in each of the eight Service Planning Areas (SPA's) as of July 31, 1999.



**Target Total: 100,000**

**Enrolled Total: 112,699**

## Demographics

### 112,699 Children Enrolled into Medi-Cal by Age, Citizenship & Ethnicity (February 1998 - July 1999)

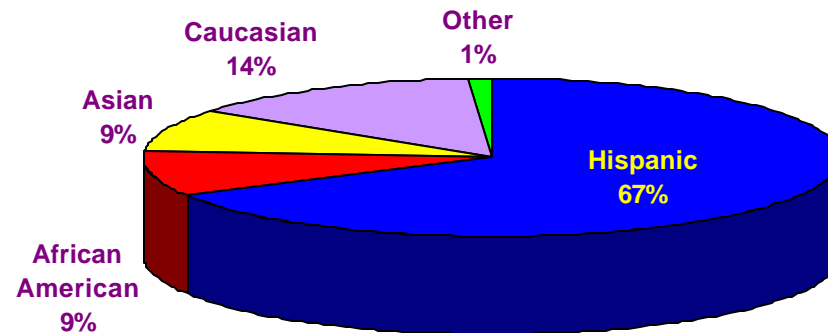
#### AGE

Under 1	13%
1 to 5 years	33%
6 to 15 years	39%
16 to 20 years	15%

#### CITIZENSHIP

Citizens	71%
Legal Immigrants	15%
Undocumented	14%

#### ETHNICITY



## Establishment of Strong Collaborative Partnerships (Medi-Cal Health Access Workgroup)

In early 1997, a Medi-Cal Health Welfare Reform Group was established. In November 1997, it was renamed to the Medi-Cal Health Access Workgroup when it changed its focus to enrollment and health care access for low-income families and their children. The Workgroup, co-chaired by DPSS and DHS, includes other County departments, schools and over 40 public and private agencies. The major goals of the Workgroup include: improving access to health care for low-income families and assisting in the distribution of informational materials regarding health care programs which are available to the general public.

### Major accomplishments of the Workgroup included:

- Establishment of a public toll-free County Health Care Hotline **(1-877-597-4777)** for application information about Medi-Cal and other health care programs.
- Development and publication of a free and low-cost health care services guide, **“We’ve Got You Covered”**, which contains a brief description of each service program, along with telephone numbers and web site addresses to access information.
- Development of a Health Care Decision Chart and a Health Care Access Handbook to assist eligibility staff and community representatives in determining which health care programs best meet the applicant’s needs.
- Collaborated with the State to simplify and reduce the joint Medi-Cal/Healthy Families application booklet from 28 pages to a four page application with a cover sheet.

## Establishment of Strong Collaborative Partnerships (Medi-Cal Health Access Workgroup)

The Medi-Cal Health Access Workgroup meets on a monthly basis. This strong collaborative partnership includes representatives from:

- < Department of Public Social Services
- < Department of Health Services
- < Department of Children & Family Services
- < Department of Mental Health
- < Department of Parks and Recreation
- < Department of Probation
- < Public Library
- < District Attorney
- < L.A. County Children's Planning Council
- < L.A. County Office of Education
- < L.A. Unified School District
- < L.A. City Commission for Children, Youth & Their Families
- < Asian Pacific Family Center
- < Asian Pacific American Legal Center
- < Asian Pacific Health Care Venture
- < Children NOW
- < Children's Center of Antelope Valley
- < Clinica para Las Americas
- < Coalition for Humane Immigration Rights of Los Angeles
- < Community Clinic Association
- < Community Health Council
- < Community Health Foundation of East Los Angeles, Inc.
- < Crystal Stairs
- < Greater Pomona Valley Children & Youth Alliance
- < Healthcare Association of Southern California
- < Health Care Consortium of L.A.
- < Health Net
- < Helpline Youth Counseling, Inc.
- < Human Services Association
- < Joint Efforts
- < Kaiser Permanente
- < L.A. Care Health Plan
- < L.A. Youth Supportive Services
- < MALDEF
- < Managed Care Connection, Inc.
- < Maternal & Child Health Access
- < MedE America Corporation
- < National Health Foundation
- < National Immigration Law Center
- < Plaza Community Center, Inc.
- < Richard Heath & Associates
- < San Fernando Valley Neighborhood Legal Services
- < SEIU Local 660
- < Tarzana Treatment Center, Inc.
- < Venice Family Clinic

## Barriers to Enrollment

The Medi-Cal Health Access Workgroup identified the following barriers to Medi-Cal enrollment and helped to develop outreach strategies to improve access to health care services:

- └ Location of application sites not readily accessible
- └ Distance and access to transportation
- └ Length & complexity of application forms
- └ Bilingual needs
- └ Hours of operations not convenient
- └ Welfare stigma
- └ Fear of impact on immigration status



## Outstationing at Non-Traditional Sites

The outstationing of mostly bilingual Eligibility Workers (EWs) at non-traditional sites, has virtually eliminated many identified barriers to enrollment, such as:

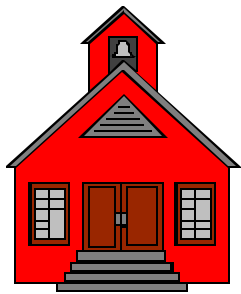
- L Location of application sites not readily accessible
- L Distance and access to transportation
- L Length & complexity of application forms
- L Long lines at the welfare office
- L Bilingual needs
- L Hours of operation not convenient

Approximately 150 CMEP EWs service over 182 non-traditional sites throughout the County, as well as a Centralized Processing Center to handle the Medi-Cal mail-in applications. These non-traditional sites include: schools, churches, clinics, hospitals and community-based organizations.

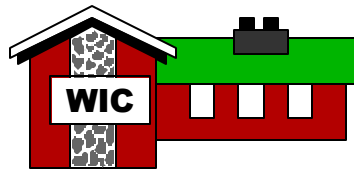
To provide greater accessibility to working parents, CMEP staff worked at several sites in the evenings and participated in school/parent meetings. On weekends, CMEP staff participated in over 430 special events from February 1998 through July 1999. These included: health fairs, job fairs, shopping malls, supermarkets and community events to take applications and to spread the word about Medi-Cal.

# Outstationing at Non-Traditional Sites

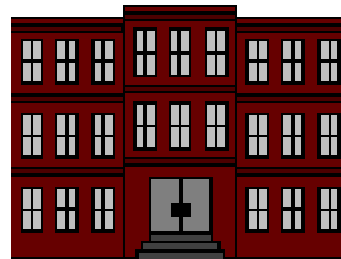
## Types of Sites Serviced by CMEP Eligibility Staff



Schools



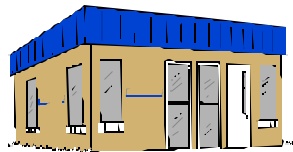
WIC Clinics



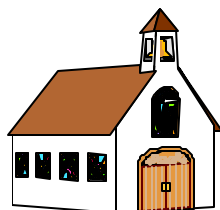
County Health  
Centers (DHS)



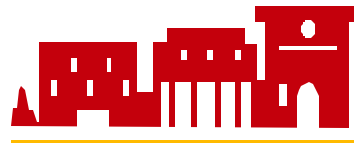
Hospitals/Clinics



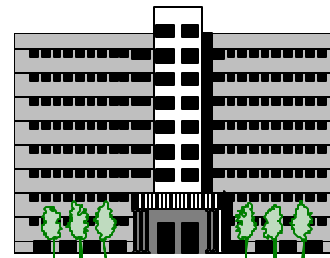
Public Health  
Centers



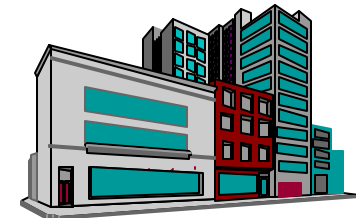
Churches



Private Public  
Partnerships Clinics



Comprehensive Health  
Centers (DHS)



Community-Based  
Organizations

## Marketing and Outreach

### **MARKETING**

Marketing has played a major role in our successful enrollment efforts. DPSS developed its own marketing tools to attract potential applicants to the Medi-Cal Program. Effective marketing tools included:

- |            |                 |              |                      |
|------------|-----------------|--------------|----------------------|
| ~ Rulers   | ~ Pens          | ~ Pencils    | ~ "Pass-It-On" Cards |
| ~ Balloons | ~ Rolodex Cards | ~ Sun Visors | ~ Plastic Bags       |
| ~ Fans     | ~ Bookmarks     | ~ Stickers   | ~ Uniforms           |

Each of our marketing tools were printed in English and Spanish and advertised the toll-free County Health Care Hotline **(1-877-597-4777)**.

To reach the uninsured population, DHS and our collaborative partners joined our public education effort and distributed these marketing materials. For example: Los Angeles County and City libraries made our special bookmarks and Health Care Resource Guides available in all libraries.

### **INTERNET**

DPSS developed a Web site which includes a Web page on Medi-Cal, Health Care Programs, as well as, a directory of CMEP outstation sites throughout the County. Our Web site address is **<http://www.co.la.ca.us/dpss>**.

## **Marketing and Outreach**

### **COUNTY HEALTH CARE HOTLINE (1-877-597-4777)**

The public toll-free County Health Care Hotline was established in June 1998. Hotline staff provide general information about health programs, such as: Medi-Cal, Healthy Families, Child Health & Disability Prevention (CHDP) and other free and low-cost health care service programs. Hotline staff mail-out the joint Medi-Cal & Healthy Families application to interested callers, as well as take the initial application over the phone. Since the Hotline was established in June 1998, over 700 Medi-Cal applications have been successfully taken over the phone as of July 1999.

### **MEDIA**

As part of our public education and awareness campaign efforts, we were able to successfully spread the word about Medi-Cal through articles, written in English and Spanish, which were printed in local newspapers, magazines and several Chamber of Commerce business newsletters. In addition, we participated in several local radio stations, including Hispanic and Korean radio talk shows. We are currently working with the Hispanic Radio Broadcast Network regarding the feasibility of ongoing advertisements and public service announcements to advertise the County Health Care Hotline.

### **MEDI-CAL EDUCATION & AWARENESS CAMPAIGN**

Implementation of a 1999 Medi-Cal Kick-Off Campaign by CMEP staff raised Medi-Cal awareness to over 5,000 DPSS line operation employees and hundreds of community representatives and health care professionals.

# Marketing and Outreach

## OUTREACH

Intensive outreach efforts, including utilization of local media resources, such as; local newspapers, magazines, radio and other marketing techniques (e.g., flyers and posters) have led to a successful public education campaign effort. (The article on the right is a sample of our public service announcements).

Child Medi-Cal Enrollment Project

**Keep Kids Healthy**

*Did you know that one out of every four children in Los Angeles County has no medical or health insurance coverage? Did you know that kids may qualify for free or low-cost health care programs even if their parents are married, work and own a house?*

**ALL KIDS DESERVE TO GROW UP STRONG AND HEALTHY!**

*If you need free or low-cost health coverage for your kids  
CALL THE County Health Care Hotline at 1-877-597-4777 TODAY.  
If you know another family that needs to call for information,  
**PASS IT ON!***

*County Health Care Hotline staff have the facts about health programs such as Medi-Cal, Healthy Families, Child Health and Disability Prevention (CHDP), Community Health Plan, and other free or low cost health care services for children. They can answer all of your questions, mail an application to you, or even take an application over the phone.*



The County Health Care Hotline is sponsored by the Los Angeles County Department of Public Social Services and Department of Health Services

## Marketing and Outreach

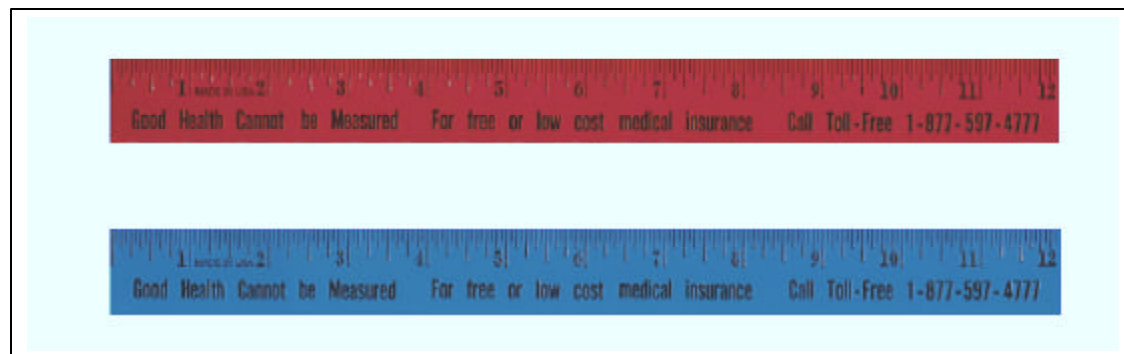


Pass-It-On (plastic) Bag

**All of these items  
are printed in  
English and Spanish**



CMEP Pencil (assorted colors) and Pen



CMEP Ruler (assorted colors)

## Marketing and Outreach



Rolodex Card



CMEP Sun Visor



Pass-It-On Card



CMEP Sticker



CMEP Balloon



## Marketing and Outreach



CMEP (Church) Fan



CMEP Bookmark



CMEP Uniform



# Marketing and Outreach



School Poster (Printed in English and Spanish)



Community Agency Poster (Printed in English and Spanish)

# Marketing and Outreach

## IMMIGRATION

A major barrier to enrollment is the fear of impact on the immigration status of family members receiving health care benefits.

With the release of new Immigration & Naturalization Services (INS) guidelines on May 26, 1999, a special flyer and poster was developed to educate the public on the **"Public Charge"** issue as it relates to health care benefits.

The flyers and posters (**English & Spanish**) were translated into other languages and are being distributed to health care facilities and community agencies for posting.

**IMPORTANT NOTICE FOR IMMIGRANTS**

**YOU CAN RECEIVE HEALTH CARE BENEFITS**

New Immigration and Naturalization Service (INS) guidelines issued on May 26, 1999, permit immigrants and their children to use the following health care benefits without affecting their Immigration Status:

- Medi-Cal\*
- Healthy Families
- Emergency Medical Assistance
- WIC (women, infants and children)
- Testing & Treatment of Communicable Diseases
- Prenatal Care
- County Health Programs
- Immunization

\* Unless you use these services to pay for long-term care (i.e., long-term nursing home care).

INS **WILL NOT** CONSIDER YOU A PUBLIC CHARGE JUST BECAUSE YOU USE THESE HEALTH CARE BENEFITS.

✓ INS will not deny your legal admission to the U.S.  
 ✓ INS will not deny your application for legal permanent resident status.

**For More Information Call:**

Coalition for Multicultural Immigrant Rights of Los Angeles  
 (CHIRLA) 1-800-824-4752 (Spanish and Russian)  
 Neighborhood Legal Services HEALTH CONSUMER CENTER  
 1-800-896-3268 (Spanish, Armenian, Vietnamese, Thai)  
 Chinatown Service Center 1-213-608-7700 (Cantonese and Mandarin)  
 South Asian Network 1-862-403-0488 (Hindi, Urdu and Bengali)  
 Thai Community Development Center 1-213-754-4455 (Thai)  
 WRAP Agency 1-310-227-1550 (Korean, Japanese, Laotian, Tagalog, Vietnamese)  
 Korean Resource Center 1-323-937-3796 (Korean)

Los Angeles Office of Regional and Public Health Services and Department of Health Services  
 (9/1/99)

Printed in English, Spanish, Armenian, Cambodian, Chinese, Korean, Russian and Tagalog.

## Marketing and Outreach



Printed in English and Spanish

To be printed in Armenian, Cambodian, Chinese, Korean and Russian

This quick reference guide provides information and telephone numbers to access free and low-cost health care programs for all persons, ranging from pregnant women to seniors over 65 years of age.



Handbook for Eligibility Staff & Community  
Agency Representatives

The Health Care Access Decision Handbook provides general eligibility information and application instructions on numerous private and publicly-funded health care programs. (This handbook is available through the Internet. Visit our Web site at <http://dpss.co.la.ca.us>).



## Special Enrollment Events

Since February 1998, CMEP staff have participated in over 400 special events on weekends and evenings, including: Health Fairs, Kids Fairs, Church Events, School Events and Community-Sponsored Events to enroll children into Medi-Cal.



Church Health Fair

Happy KIDS



Health Fair



School Event

Healthy KIDS



Kids Fair

## Special Enrollment Events



Shopping Mall



Job Fair



California Highway Patrol



School Event



Community Event



Medi-Cal Kick-Off Presentation Team



# Special Enrollment Events



Church Event

CMEP Clown



Medi-Cal Kick-off Presentation

Cinco de Mayo Event

## Child Medi-Cal Enrollment Administrative Staff



**Joseph Guerra, Director**  
Bureau of Health, Adult &  
Specialized Services



**Sheryl L. Spiller, Chief**  
Medi-Cal & Food Stamp  
Division



**Julia Takeda, Director**  
Child Medi-Cal  
Enrollment Project



**Ofelia Lopez**  
Deputy

SPA 1 Antelope Valley  
SPA 3 San Gabriel Valley  
SPA 7 East



**Marina Vieyra**  
Deputy

SPA 2 San Fernando Valley  
SPA 4 Metro  
SPA 5 West



**Lee Audrey Moore**  
Deputy

SPA 6 South  
SPA 8 South Bay/  
Harbor



**Olanna Caraway**  
Deputy

Centralized Medi-Cal  
Mail-In Processing Center  
Clerical Support

HEALTHY KIDS



HAPPY KIDS